

Per California Code of Regulations, title 2, section 548.5, the following information will be posted to CalHR's Career Executive Assignment Action Proposals website for 30 calendar days when departments propose new CEA concepts or major revisions to existing CEA concepts. Presence of the department-submitted CEA Action Proposal information on CalHR's website does not indicate CalHR support for the proposal.

A. GENERAL INFORMATION

1. Date

7/29/2016

2. Department

Office of Exposition Park Management

3. Organizational Placement (Division/Branch/Office Name)

Office of Exposition Park Management

4. CEA Position Title

Assistant General Manager (AGM)

5. Summary of proposed position description and how it relates to the program's mission or purpose. (2-3 sentences)

Request to establish a new CEA position, Chief Deputy Director. Incumbent will serve as an Assistant General Manager (AGM) and report directly to the General Manager of OEPM (Exempt Appointee). The AGM is directly responsible for the oversight of three branches. New position will be supported by the Exposition Park Improvement Fund. Fund revenue is primarily (95%) generated from parking, leases and special events held in Exposition Park. There is no OEPM executive staff to support the General Manager carry out the policies, duties and mission of the Department.

6. Reports to: (Class Title/Level)

Exposition Park Manager, EXEMPT APPOINTMENT

7. Relationship with Department Director (Select one)

- Member of department's Executive Management Team, and has frequent contact with director on a wide range of department-wide issues.
- Not a member of department's Executive Management Team but has frequent contact with the Executive Management Team on policy issues.

(Explain):

8. Organizational Level (Select one)

- 1st 2nd 3rd 4th 5th (mega departments only - 17,001+ allocated positions)

B. SUMMARY OF REQUEST

9. What are the duties and responsibilities of the CEA position? Be specific and provide examples.

The AGM is directly responsible for the oversight of three branches:

Major/Special Events Branch - approving major/special events, permitting and park logistics related to NCAA Pac 12 football (USC), NFL Professional Football (LA Rams), LA Football Club (soccer), major public and private events for California Science Center, California African American Museum, LA County Natural History Museum, LA City EXPO Center; other major public and private park events including concerts, cultural festivals, health care services, walks/runs, etc. Special events are high profile, covered by LA media and press, attended by elected officials, dignitaries, celebrities, etc.

Budget and Fiscal Operations Branch - approving larger fiscal and more complex fiscal operations, procurement, major contracts, budget and financial reporting under land leases, operating agreements, provide high-level and confidential proformas, revenue analysis and recommendations related to negotiations and projected revenue.

Major Park-Wide External Contracts Branch- Includes managing \$1 million revenue share parking management contract, \$1 million grounds and landscape, 160 acres, Park-wide Master Plan development, California Highway Patrol - public safety/security, 160 acres.

AGM will ensure OEPM compliance with Executive Orders, regulations, operating agreements, leases and laws as they relate to the administration and operations of Exposition Park - open to public 365 days/year.

AGM will serve as primary liaison with all park entities, committees, advisory groups. This includes working with high level representative from external allied agencies as well as with the OEPM Board of Directors and Board Committees.

AGM will ensure park usage protects the State's assets and investment in Exposition Park, and associated risk management activities.

AGM will grow usage and develop business models that support and advance the mission and strategic operating goals of OEPM.

The OEPM is 100 percent funded by Special Funds (the Exposition Park Improvement Fund). Revenue is generated primarily from parking, leases and special major events held within Exposition Park.

B. SUMMARY OF REQUEST (continued)

10. How critical is the program's mission or purpose to the department's mission as a whole? Include a description of the degree to which the program is critical to the department's mission.

- Program is directly related to department's primary mission and is critical to achieving the department's goals.
- Program is indirectly related to department's primary mission.
- Program plays a supporting role in achieving department's mission (i.e., budget, personnel, other admin functions).

Description: The OEPM has only one executive level position, (General Manager, Exempt Appointment) responsible for managing all aspects of Exposition Park, a 160 acre public park. A CEA position is critical to the successful management of OEPM and overseeing the State's property assets. Exposition Park is primarily owned by the State and is open to the public 365 days per year.

Exposition Park receives over four million visitors every year and is considered a worldwide destination. Over one billion dollars of capital investments have been made by Exposition Park entities (California Science Center, California African American Museum, LA County Natural History Museum, LA City Expo Center, LA City Rose Garden, Los Angeles Memorial Coliseum Commission, University of Southern California, and the Los Angeles Football Club, and negotiations continue on future park projects and partnerships.

Exposition Park is a safe, vibrant and well used public park, located in south Los Angeles. In order to maintain and grow the park's mission and manage the state's property assets, it is critical to establish a new CEA level position that will serve as a Chief Deputy Director to the General Manager (Exempt Appointment). The General Manager does not have any executive level management support to successfully develop policies and further carry out the mission of the Department.

B. SUMMARY OF REQUEST (continued)

11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

There are land leases and licenses that have been recently renegotiated in response to major investments for capital outlay expansions. Tantamount to these legal agreements are operating agreements and schedules that are 1) in place and require implementation, 2) under development and negotiation, 3) under discussion for future development and negotiations. It is critical that the OEPM executive team lead discussions and negotiations to ensure that the state's best interests, and the state entities in the park (Science Center and CAAM) best interests and respective missions are protected.

Workload associated with agreements prior to 2014 included the restatement of the lease documents between the State, LA Memorial Coliseum Commission and the University of Southern California, and the lease between the State and LA County Natural History Museum. Both agreements are in place and require continual monitoring. There is also a Non-Disturbance Agreement (NDA) that requires operational oversight as it governs permitting of use and events in park and revenue.

Workload associated with agreements between 2014 - 2016 include implementation of new leases, development of operating policies and parameters, additional permitting for major special events within Exposition Park, development and negotiation of Lease with the Los Angeles Football Club. Major League Soccer awarded the LAFC a professional soccer team, and the LAFC ownership is building a new state of the art stadium and other shops, restaurant, etc. in Exposition Park. During this same period, OEPM led discussions related to temporary use of Exposition Park with National Football League and specifically the Los Angeles Rams to play football in Exposition Park for three years while a new stadium is built in the City of Inglewood.

Workload associated with agreements 2016 going forward are confidential at this time. One is related to a possible second NFL team in Exposition Park. The other is in early discussions. Both would involve additional workload.

C. ROLE IN POLICY INFLUENCE

12. Provide 3-5 specific examples of policy areas over which the CEA position will be the principle policy maker. Each example should cite a policy that would have an identifiable impact. Include a description of the statewide impact of the assigned program.

The following policy examples are based on actual events or issues that impact Exposition Park and require high-level policy review and oversight.

The Los Angeles City Police Department (LAPD) Gun Buy Back Program: Biennially, around Mother's Day and during the Christmas Holiday, the LAPD submits a request to OEPM to use Exposition Park as a location for a citywide Gun Buyback Program. This program is an initiative of the Mayor's Office of Gang Reduction and Youth Development (GRYD). Individuals may surrender guns anonymously. The Public is reminded that when bringing a firearm to a location to leave the unloaded gun(s) in a locked container or stored in a vehicle trunk. Those interested may qualify for a \$100 gift card for handguns, shotguns, and rifles and \$200 for assault weapons as classified in the state of California. Given the growing racial tensions within the African American Community and law enforcement, the recent police shooting in Dallas, and concerns from Exposition Park entities. The CEA will be the primary contact for OEPM and work with law enforcement officials, community leaders, elected officials, allied agencies, media, park entities, etc. before recommending a policy decision to the General Manager.

Illegal Food Vending in Exposition Park: With the start of the USC football season and the return of the Los Angeles Rams, Exposition Park is anticipating a swarm of illegal vending outside of the stadium but within Exposition Park. Directors of park entities frequently complain that their visitors, especially children, do not receive accurate change, or get sick after consuming food items. The City of Los Angeles has a local ordinance banning the use of sidewalks to sell food, drinks, watches, toys or anything else. There are also health issues as food carts do not always follow food preparation rules. Cart vendors may bring their family members including children to help them sell food, drinks or toys. There are community groups for Latino immigrants working to legalize sidewalk sales of food, as this is their employment. The LAPD along with county public health inspectors regularly enforce illegal vending. There were several food-borne illness investigations related to street vendors in fiscal year 2012. This is a daunting policy issue and enforcement is a challenge within the 160 acre Exposition Park. As soon as vendors are cited and carts are confiscated, they return. The Board is asking OEPM for a comprehensive policy and procedures. The CEA will be responsible for outlining policy issues, legal authorities/liabilities, and recommend policy and procedures to the General Manager.

Negotiating permit terms and costs for a three-day concert: The OEPM has an opportunity to host a three-day concert similar to Coachella. In order to do so, parking that is otherwise reserved under various leases and operating agreements will be needed to accommodate patrons. Concert promoters would also like to have patrons camp out in Exposition Park. The CEA would be responsible for preparing a pro forma, outlining policy issues, legal authorities/liabilities, revenue model, and recommend a policy decision to the General Manager.

C. ROLE IN POLICY INFLUENCE (continued)

13. What is the CEA position's scope and nature of decision-making authority?

The AGM reports directly to the General Manager. As such, the scope and nature of the AGM's decision making authorities will be at the same level as the General Manager.

Scope includes policy and decision making authority regarding park usage, permitting, implementation of lease agreements, revenue models, and rental payment structure.

Scope also includes implementation of the Governor's Executive Orders such as water usage, green waste, and energy efficiency. These examples involve working with contractors and park entities in executing policy and procedures to implement the mandates and milestones identified in the Executive Order.

Other areas of policy influence involve developing and advising on policy and procedures related to the homeless and illegal vendors (food carts, toys, etc.) that gravitate to the park. Freedom of speech, protest and marches in and around the Exposition Park are additional examples that are sensitive and if not addressed appropriately may bring unnecessary exposure and liability to the state.

14. Will the CEA position be developing and implementing new policy, or interpreting and implementing existing policy? How?

Both. The AGM will implement existing policy and work with local law enforcement to mitigate the illegal vending issues in the park, while also keeping park stakeholder aware of efforts and soliciting their support and engagement in deterring illegal vending. The AGM will interpret new policy such as the State's drought mandates, AB1826, green waste, as well as stay current on the development of new legislation that would impact the services of Exposition Park. Reducing water usage and managing green waste will effect park-wide operations as the OEPM is responsible for grounds maintenance for all of the common areas within Exposition Park. Politically, the AGM will have to work with other park entities and local jurisdictions to ensure that their water use (i.e., water fountains, water features, etc.) are mindful of State Executive Orders; and internally, ensure that current and future contracts and operational practices meet the criteria set forth in such policies. The AGM will work with the GM to create new policies, as it relates to park-wide strategic operating procedures, leasing rates, public safety protocols and event management. The AGM will represent the OEPM and work with park entities and clients, (California Science Center, California African American Museum, the County Natural History Museum, City of Los Angeles Recreation and Parks, University of Southern California, Los Angeles Football Club and local elected officials who have district offices in the park), to effectuate, discuss, and showcase policies that are being developed or implemented. An example of such a case is working with the City of Los Angeles on resolutions to address the homelessness population. The GM and AGM will support the City with press conferences, managed programs, and other support related to any efforts related to new policies.